



News Release



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ROHM AND HAAS ENTERS THE COLD SEAL MARKET IN EUROPE WITH ROBOND™ CS ADHESIVES

PHILADELPHIA, PA - January 7th, 2002 - Rohm and Haas Company announces the introduction of its new water-based, cold seal product family - ROBOND™ CS adhesives tailored to the requirements of the European market.

Shortly after the announcement of the acquisition of the well known Coseal™ brand in North America, the introduction of this cold seal product line in Europe further demonstrates the Company's commitment to the cold seal business in all regions of the world.

Given the similar market requirements, this product line will also be available to the Latin American and Asia Pacific markets.

"With this introduction, Rohm and Haas brings to the European market the most up-to-date acrylic technology available for cold seal applications," comments Claudio Pasqualini, marketing manager, water-based products for the Adhesives and Sealants business in Europe. "We lead the world in designing innovative acrylic polymers like those in ROBOND CS that provide solutions to our customers' challenges."

The ROBOND CS family of products is ideal for cold seal flexible packaging, and produces a quick, tight, extremely reliable seal even at very fast line speeds for packaging applications ranging from food products to medical devices. The low-temperature, environmentally friendly technology particularly benefits perishable, temperature-sensitive foods, such as chocolate and ice cream, whose quality must be carefully guarded during packaging operations.

Rohm and Haas Company manufactures three types of products within the ROBOND CS family: ROBOND CS series 1000 and 2000 for application on plastic film and ROBOND CS series 3000 for paper. Completing the portfolio, the company also offers solvent-based lacquer for application to the reverse side of the cold seal substrate.

Rohm and Haas Company, a worldwide producer of specialty materials, is a \$6 billion company with more than 100 plants in 25 countries. Its chemistry is found today in paint and coatings, adhesives and sealants, construction materials, personal computers and electronic components, household cleaning products, as well as thousands of other everyday products.

The Rohm and Haas Adhesives and Sealants business, with annual sales of approximately \$700 million, is a world-class supplier of formulated adhesives, coatings and polymers for adhesives and sealants. It serves the Packaging, Converting, Transportation, Construction and Pressure Sensitive Adhesives industries.

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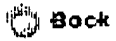
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